

THE FALLS CITY TRIBUNE

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By
TRIBUNE PUBLISHING CO.

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ONE DOLLAR PER YEAR
Telephone No. 226.

TO ADVERTISERS.

Advertising is in no sense a philanthropic venture. There is nothing charitable about it. It is as purely and completely selfish as any other business proposition.

Some business men believe that advertising,—continuous advertising,—is a judicious investment. Such men are known to the buying public not alone by their advertisements, but as well by the fact that they do the greatest ratio of business in their locality. This is true of every community. It is true of Falls City.

Stop reading this for a moment and ask yourself; who does the largest annual business in Falls City? After you have answered the question, look over the columns of your local papers, and if you do not find the name of that merchant as an advertiser we will be very much mistaken.

Do not think that advertising and a large patronage are mere coincidences, for they are not. A large business is the result of business judgment of which continuous advertising is an indication.

On the other hand there are men who do not believe that advertising pays. The whole shore of business life is lined with the wrecks of establishments that have lived and died acting upon this theory.

Would you consider John Wanamaker a good business man? He is the largest advertising merchant in the world.

Would you consider the National Biscuit company a successful institution? Four years ago it made a hundred thousand dollar contract with the Ayers advertising Agency of New York and in twelve months was compelled to build nine new factories to supply the demand.

Look over the magazines and see the hundreds of great business enterprises represented in the advertisements, paying therefor, in some instances, the sum of five hundred dollars a page.

Look about you right here in Falls City and among the successes and failures read the answer to the question, does advertising pay.

Start the new year right. There is not a local paper that charges you more than the space is worth to you.

The Tribune has at the end of

its first year a few more than one thousand Richardson County subscribers. There is not a dead head on the list. This list may be inspected at any time by any reputable business man who desires to verify this statement.

Our charges for advertising next year will be the same as formerly viz. ten cents an inch.

We would be very glad to have your contract for the year 1905. We believe it would be to our mutual advantage.

CHRISTMAS.

In the course of human events we have again reached the day of peace and good will.

Some will celebrate it by the family dinner, some by going to church and some by continuing on their journey to the devil.

Some will have gratitude in their hearts for another year of life. Some will add a little to the store of human happiness by caring for some neglected unfortunate. Some may fast, some will feast and some will get drunk, for of such are the children of men.

Christmas is essentially the children's day. Children young and children grown old. The one who knows best how to celebrate Christmas is the one whose heart is young, who retains some thing of life's freshness.

For all of you The Tribune wishes a merry Christmas, and it will be merry if you but know how to celebrate it. Better far than a merry Christmas is the knowledge how to keep the day well. May it be said of you that you possess this knowledge. "May it be truly said of us, and all of us. And so, as Tiny Tim observed, God bless us, every one."

COMPLIMENT TO ED HOWE

In our last issue, under the caption "Ed Howe in a balloon," We published an extract which we thought emanated from Ed Howe. In this we were mistaken. The matter was written by Ewing Herbert of the Hiawatha World. We ought to have known Howe could not have written it. By crediting him with it we paid a very high compliment to Ed Howe.

The Lincoln News suggests to the ensuing legislature that it instruct E. J. Burkett as senator and each of the six congressmen from the state that the people want them to follow the president in his inter-state commerce demands. This should be done. The fight for lower freight rates is to be one of the mightiest of recent times. The desire of the president to secure for John Doe of Richardson county the same rate Armour, Swift, Cudahy and others are given by the railroads should meet the active co-operation of every man regardless of party. Of course the rates are supposed to be the same, but

The Falls City State Bank

NOT only encourages the Children to become money savers but the big folks as well. The person who lays aside one dollar a week the first year is likely to lay aside two dollars a week the second year, four dollars a week the third year, and so on.

Notice the Result of Five Years' Saving.

\$1 a week the first week, would be.....	\$	52
2 " second "		104
4 " third "		208
6 " fourth "		312
8 " fifth "		416
Total.....		\$1,092

More than a Thousand Dollars saved up in five years, exclusive of interest. This bank issues certificate of Deposit to big folks allowing them three per cent interest on their deposits, when allowed to run from three months to a year.

Junk! Junk!

I will buy all the Junk you have and pay good prices for it. Just like finding money on your part.

A Dollar Saved is a Dollar Earned.

Here is where you can pick em up—dollars we mean.

I now sort all Junk here instead of at Omaha and can therefore pay better prices. I will buy retail or wholesale lots and pay city prices, and at the same time save you the freight.

Main Office Between 1st & 2nd on Chase Street.

Deal with me and make money. Ring Phone No. 239 and I will call on you, or drop me a card. Prices submitted on application.

J. FERER PROP. FALLS CITY JUNK HOUSE

every sane man knows better. These great corporations which do such a large amount of shipping are given every advantage. The law is evaded in many ways. Probably the most prevalent is for the railroad company to charge the legal rate and have the shipper file a claim for a specified damage per car. This claim is always allowed and is in the nature of a rebate, operating to make the large shipper pay a less rate than the small shipper.

The President believes that the railroad companies should make a reasonable profit on freight rates, but that if they can afford to make a rebate to the large shipper, then they can afford to

reduce their rates a like sum to the small shipper. He desires congress to amend the interstate commerce law so that the commission can enforce this reduction. By all means instruct our senators and congressmen to support him in this desire.

Green of New York and Lawson of Boston have met. Notwithstanding the threats and counter threats nothing was doing. Aside from the detonations of the flash light photographer no powder was burned.

David B. Hill set January 1st, as the day he would retire from politics. David was about two months ahead of his schedule.